

Item # 23B

**City of Carson City
Agenda Report**

Date Submitted: May 11, 2010

Agenda Date Requested: May 20, 2010

To: Redevelopment Authority

Time Requested: 15 minutes

From: Joe McCarthy, Office of Business Development

Subject Title: Action to approve and recommend to the Board of Supervisors the expenditure of \$6,000 from the Revolving Fund for the Redevelopment Agency to support the Carson City Rendezvous, Inc., its 27th Annual Carson City Rendezvous, "Salute to the Pony Express", as expenses incidental to the carrying out of the redevelopment plan. (Joe McCarthy)

Staff Summary: On May 3, 2010 meeting RACC recommended the expenditure of \$6,000 from the Revolving Fund for the Redevelopment Agency to support the Carson City Rendezvous, Inc., unique special events occurring in this fiscal year. NRS 279.628 permits the expenditure of money from the redevelopment revolving fund for the purpose of any expenses necessary or incidental to the carrying out of the redevelopment plan adopted by the Carson City Board of Supervisors. The action requested of the RACC is to recommend to the Board of Supervisors the approval of this expenditure

Type of Action Requested: (check one)
☐ Resolution ☐ Ordinance
☒ Formal Action/Motion ☐ Other (Specify)

Does This Action Require A Business Impact Statement: ☐ Yes ☒ No

Recommended Board Action: I move to approve and recommend to the Board of Supervisors the expenditure of \$6,000 from the Revolving Fund for the Redevelopment Agency to support the Carson City Rendezvous, Inc., its 27th Annual Carson City Rendezvous, "Salute to the Pony Express", as expenses incidental to the carrying out of the redevelopment plan.

Explanation for Recommended Board Action: See Staff Summary.

Applicable Statute, Code, Policy, Rule or Regulation: NRS 279.382 – 279.685

Fiscal Impact: \$6,000 has been budgeted this year to support the production and success of this event.

Explanation of Impact: Incidental to redevelopment's overall annual budget

Funding Source: Redevelopment's annual budget for special events

Alternatives: Not approve the funding program, whole or in part

Supporting Material: Application

Prepared By: Eva Chwalisz, Management Assistant

Reviewed By:

(Department Head)

(City Manager)

(District Attorney)

(Finance Director)

Date: 5-7-10

Date: 5/11/10

Date: 5-11-10

Date: 5/11/10

Board Action Taken:

Motion: _____

1) _____
2) _____

Aye/Nay

(Vote Recorded By)

**Consolidated Municipality of Carson City
Office of Business Development**



Events Program Application

Organization Name: Carson City Rendezvous, Inc.			Date: <i>Jan 28 - 2010</i>
Organizational Structure (delineate lines of responsibility)			
Organization Mailing Address: 1900 S. Carson Street #100 Carson City, NV 89703			
Organization URL Address: www.CarsonCityRendezvous.com			
Contact Name for Project: Joy Evans		Contact Phone Number: 687-7410	
Address for Project Contact: 1900 S. Carson Street #100 Carson City, NV 89703		Contact Fax: 687-7416	
		Contact E-mail: jevans@visitcarsoncity.com	
Name of Event Carson City Rendezvous		URL of Event: www.CarsonCityRendezvous.com	
Purpose of Organization: To continue this Living History Event		Fax of Event: 687-7416	
		E-mail of Event: jevans@visitcarsoncity.com	
Annual Budget of Organization:		How event vision complies with objectives of redevelopment agency plan:	
Last Year Income: \$ 46,000.00	Present Year \$ 47,000.00	Next Year \$ _____	Respecting and utilizing the City's rich historic past and its role as the Capital of the State of Nevada; Improve the quality of life; Establish the highest possible level of recreational opportunity for the residents and visitors of all age levels. Why are redevelopment funds needed? This event has been partly funded by Redevelopment for many years. Now, we are in an economic situation where these funds are extremely necessary.
Expenses: \$ 42,500.00	\$ 42,000.00	\$ _____	
Reserves: \$ 3,500.00	\$ 5,000.00	\$ _____	
How long Organization formally organized? 27 yrs			
Event Name: Carson City Rendezvous		Project Area: (check one) • Area #1 ☒ • Area #2 _____	
Previous Redevelopment Authority Grant Funding Received, If any: Year: This event has been partly funded by Redevelopment for many years. Now, Year: we are in an economic situation where these funds are extremely necessary. Year:			

Event Director Name: Joy Evans			
Event Director Resume: (please attach)		Event Director Address: 1900 S. Carson Street #100 Carson City, NV 89703	
Event Director Phone: Cell: <u>230-1401</u> Land: <u>687-7410</u>		Event Director Email: jevans@visitcarsoncity.com	
Event Description and Brief Objectives: Living history encampments, crafts, food, live entertainment, demonstrations, mock battles, opening ceremonies, rides, family fun for free. To reinforce tourism by highlighting the history of Carson City, to bring people to the city for an early summer weekend, to kick off the summer event season, to provide a free-to-the-public family-friendly event.			
Proof entity has authority to conduct special event. List all permits at right:			
Total Event Cost Breakdown: (list at right)	\$ 8,000 - Encampments	\$ 1,000 - Sound system	\$ 3,400-Management
	\$ 13,000 - Entertainment	\$ 3,000 - Food/Bev	\$
	\$ 3,000 - Park Rental	\$ 500 - City Fees	\$
	\$ 1,000 - Insurance	\$ 2,000 - Rentals	\$
	\$ 1,600 - Printing	\$ 1,000 - Merchandise	\$
	\$ 1,500 - Security	\$ 3,000 - Tools, etc.	\$
	Total		\$42,000.00
Pro Forma Profit and Loss statement for Event: (list at right)	Revenue	Expense	Reserves
	Total		
Total Estimated Event Cost		\$ 42,000.00	
Total Incentive Funds Requested		\$ 10,000.00	
Incentive as a % of total project		% 23	

Attach current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses. Corresponding tax returns should also be included.

Identify current banking relationships and major credit references: LIST HERE:

Estimated Event Completion Date 06/14/2010

Will your organization benefit from event? ☐ Yes ☒ No

If yes, how:

Will your event increase business in the plan area? ☒ Yes ☐ No

If yes, how? To bring people from throughout the western states to experience the amenities Carson City has to offer.

Define, in detail, the marketing and promotional plan: By the CC CVB

What facilities in the Redevelopment Plan Area will be used? Mills Park, Pony Express Pavilion

Are there other events taking place at the same time as your event? If yes, name and define. Describe all partnerships from other businesses in service of your event.
No

• Expected attendance: 25,000 • Name all vendors and associated fees. Define how event will become totally self funding?

Name all team members and attach resumes: *Architect / *Designer This event has been partly funded by Redevelopment for many years. Now, we are in an economic situation where these funds are extremely necessary.

*Contractor(s)

*Attorney

*Accountant

*Project Manager

- Your project must conform to all applicable codes, ordinances, and regulations
- Shop drawings must also be submitted for review for all venues and signs prior to beginning work.

Acknowledgement of Application Provisions: (please check each that you acknowledge)

- ☒ I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- ☒ All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- ☒ I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.

☒ If this event is selected for an incentive from the Consolidated Municipality of Carson City, I acknowledge that photographs of my event may be used in promotional materials for Downtown Carson City.

Applicants Signature

Jeff Evans

Date

Jan 28-2010

***Note:** ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

(For Internal Use Only)

Date

Application Approved:

Event Commenced:

Event Completed:

Reimbursement Request submitted to Finance
Department

Reimbursement remitted to Applicant

RESUME

SALLY JOY EVANS
CARSON CITY CONVENTION & VISITORS' BUREAU
1900 SO. CARSON STREET, SUITE 100
CARSON CITY, NV 89701

Self motivated. Well organized with extensive experience interacting with the public on all levels. Maximizing company goals. Demonstrates expertise in customer service, marketing, training, management, human resource and recruiting. High energy with ability to multi-task and prioritize achieving effective results. Strong initiative, communication and follow through skills. Adamant about details.

EXPERIENCE

CARSON CITY CONVENTION & VISITORS' BUREAU
ADMINISTRATIVE ASSISTANT/EVENT COORDINATOR
1969 – Present

Carson City Rendezvous – Responsible for booking entertainment and scheduling same. Oversee all encampments such as the Mountain Man Encampment, Native American Village, Civil War Re-enactors, Pony Express Riders, Nevada Gunfighters and dealing with problems should they occur.

Carson City Wild West Tour & Ghost Walk - Contacting all Tour Guides and Docents to work the event. Schedule each volunteer with a departure time. Assisting with the scripts for the Tour Guides and with the selection of historic homes. Assist in designing the tour route keeping with a specific time frame. Setting up the event site for ticket sales and departure. Designing signs to direct the public to the ticket are and their departure location. . Thanking the volunteers after the event for their time.

Silver Dollar Car Classic – Sending out registration forms to previous attendees. Assist In placing ads in publications that pertain to the event. Accept registration forms issuing Registrations numbers and sending confirmation notifications. Work the event Responsible for sales of merchandise. Schedule volunteers to work the merchandise Booth. Responsible for contacting prospective Cruise Night locations, setting the dates and receiving the sponsorship fee.

Carson City Visitors Center –

- Working with the public educating them of what to see and what to do while Visiting Carson City.
- Recommending restaurants and lodging properties pertaining to their budget and needs.
- Assisted with designing collateral materials such as Dining Guide, Lodging Guide, Events brochure and proof read all materials for print.
- Attend service club meetings providing them information on new things in Carson City and informing them of upcoming events and ways they could be Involved.
- Design historic home tours to groups and lead the tour providing historic Information pertaining to the home and history.
- Provide a historic home tour for the yearly Carson City Area Chamber of Commerce Leadership members.

My main goal and purpose is to assist in ensuring tourism for Carson City and that the visitor has a memorable and positive experience.

The events that I am involved with brings out of town visitors to our area thus utilizing lodging properties and downtown businesses.



Office of Business Development

201 North Carson Street, Suite 2
Carson City, Nevada 89701

Date: May 11, 2010
To: Redevelopment Authority/Board of Supervisors
From: Joe McCarthy, Director
Subject: Staff report for the May 20, 2010 meeting

On May 3, 2010, the Redevelopment Authority Citizens Committee (RACC) reviewed several project applications requesting redevelopment incentives and made the following recommendations in accordance with redevelopment policies and procedures:

1. Award, contingent upon funds being available, Luann and Warren Tucker a redevelopment incentive grant in the amount of \$37,364.00 to support upgraded exterior improvements associated with their construction of a new building at 303 Fleischmann Way. This new building will allow Luann's existing physical therapy practice to expand. The Tuckers intend to apply the incentive funds requested to help with exterior improvements and aesthetic upgrades to the new building and property including landscaping, sidewalks and lighting, signage and so forth. This redevelopment project strengthens the stability of an existing downtown business, improves the visual impact of the area and adds to the downtown mix of commercial activity.
2. Award, contingent upon funds being available, Two Rivers NV, LLC a redevelopment incentive of \$18,000 to support exterior improvements associated with the second phase of construction of a new building at 310 South Nevada Street. This new building is a multiple use office complex. Two Rivers NV, LLC requested the grant to supplement the costs associated with the next phase of adding exterior improvements to its new office building and property including landscaping, signage, fencing, lighting and associated public improvements. This redevelopment project has the intent to improve the visual impact of the area while adding new commercial activity.
3. Award, contingent upon funds being available, the Brewery Arts Center a redevelopment grant of \$20,000 to pay for a portion of the engineering costs essential to the planning and development of its proposed new arts and culture campus. As stated in its application, the BAC is meeting all its regulatory requirements within required timeframes as it also launching a capital campaign to fund to eventually project.
4. Deny the incentive request of the owners and operators of Lily's China Bistro, James and Jie Gotchy to help the cost of their improvements associated with the remodeling and reopening of an Asian restaurant in the space formerly Long John Silver's fast food restaurant. This

new restaurant is currently open for business. The applicants want to apply incentive funds requested to pay off costs incurred with the rehabilitation of the property and apply some of the funding to a second phase planned for later this year. RACC pointed out that the applicants have already paid for the remodel and opened the business without the assistance of a redevelopment grant, making the applicant ineligible for funding. The RDA's incentive program does not provide costs reimbursement for projects already completed prior review and consideration by RACC.

5. RACC recommended awarding Carson Rendezvous, Inc. a special events grant of \$6,000.00, "an expense incidental in carrying out the redevelopment plan, "in support of this year's 27th annual Rendezvous, "A Salute to the Pony Express." The applicant had requested \$10,000.00 in special events funding. Last year, the Redevelopment Authority awarded Carson Rendezvous, Inc a special events grant of \$7,500.00. The year previous, 2008, Carson Rendezvous Inc received a grant of \$4,500.00.

As part of its process in reviewing the current incentive applications, RACC made the following findings, as specified in NRS Chapter 279 and our redevelopment policies and procedures:

- (1) The buildings, facilities, structures or other improvements are of benefit to the redevelopment area; and
- (2) No other reasonable means of financing those buildings, facilities, structures and other improvements are available.

RACC also took into account the following factors:

1. Whether the buildings, facilities, structures or other improvement are likely to:
 - Encourage the creation of new businesses or other appropriate development;
 - Create jobs or other business opportunities for nearby residents;
 - Increase local revenues from desirable sources;
 - Increase levels of human activity in the redevelopment area or the immediate neighborhood in which the redevelopment area is located;
 - Possess attributes that are unique, either as to type of use or level of quality and design;
 - Require for their construction, installation or operation the use of quality and design;
 - Require for their construction, installation or operation the use of qualified and trained labor; and
 - Demonstrate greater social or financial benefits to the community than would a similar set of buildings, facilities, structures or other improvements; and
2. The opinions of persons who reside in the redevelopment area or the immediate neighborhood in which the redevelopment area is located.

As a helpful guideline when considering the second finding of "no other reasonable means of financing those buildings, facilities, structures and other improvements are available," RACC used the following summary of the City of Las Vegas Redevelopment Authority's criteria:

1. An inducement for new business/property owner to locate or existing businesses/property owner to remain within the redevelopment area in which the

business/property owner would ordinarily choose to develop or locate outside the redevelopment area if the incentive were not required.

2. There is a public objective and/or requirement that is more stringent and/or costly to undertake than a business/property owner would ordinarily embark on/develop or redevelop.
3. There is a lack of rehabilitation in the area and it is deemed unreasonable for the business/property owner to invest in improving the area unless an incentive is granted.
4. The exterior of the improvements to the property or business does not have a direct affect on the revenues; therefore making such an investment by a customary financial institution is not viewed as acceptable.
5. The visual improvement of the property or addition of the business/operation to the area is so dramatic that it is a catalyst for economic development in the area.